

# Connecticut Department of Labor



**Shaun B. Cashman, Commissioner**

**Thomas E. Hutton, Deputy Commissioner**



# U.S. Department of Labor Region One Conference 2004

## Strengthening Our Workforce Strategies for One-Stops

***CT WorkNet***

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# Connecticut Department of Labor

- Awarded a Faith-Based / Community-Based Outreach & Marketing Grant from US DOL
- Partnered with Connecticut Public Television & The Employment Channel NYC, NY



# Outreach and Marketing through Connecticut's Newest Program



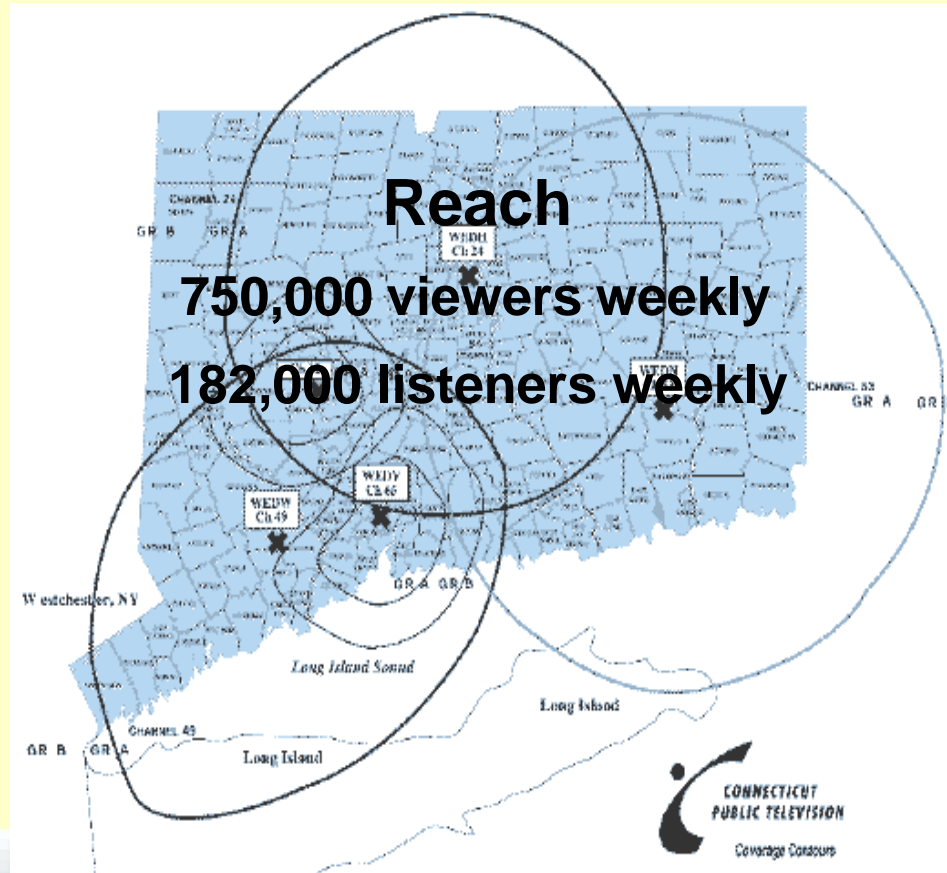
# “CT WorkNet” is promoted on TV, Radio, Print & the Internet

## Television



### CHANNELS

24 Hartford  
65 New Haven  
53 Norwich  
49 Stamford  
10 Waterbury



## Radio



- Stamford/Greenwich  
- WEDW 88.5 FM
- Norwich/New London  
- WNPR 89.1 FM
- Hartford/New Haven  
- WPKT 90.5 FM
- Southampton, NY  
- WRLI 91.3 FM
- Storrs/Mansfield  
- W 258AC 99.5 FM

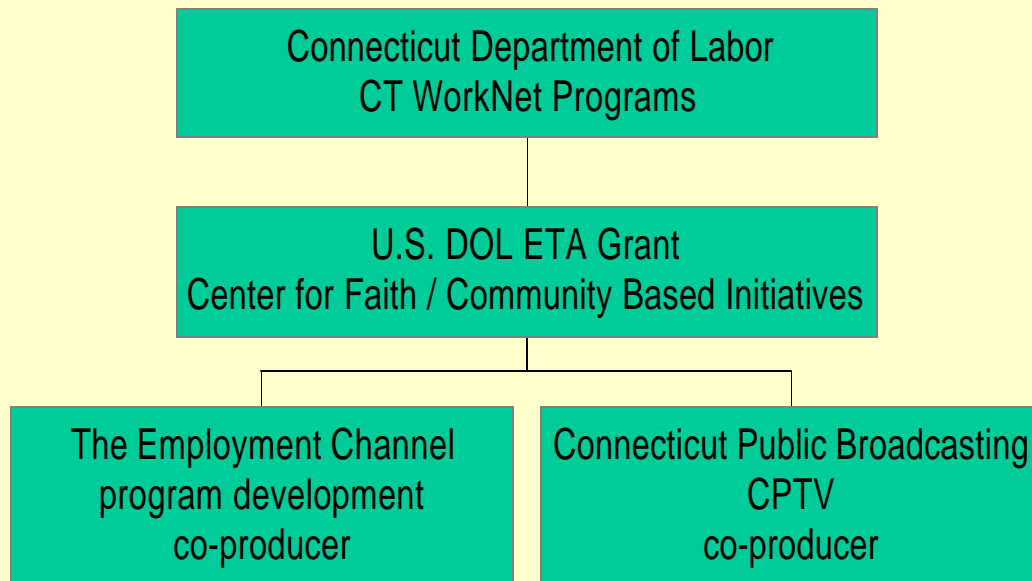


# Topics Covered

- Job Training Skills
- Networking
- Dress for Success
- *CTWorks* Offices
- Certified Résumé Writers
- Community Resources
- Career Paths
- Job Opportunities
- Interviewing Skills
- Education & Training Opportunities
- CT Employers
- Innovative Job Search Techniques
- Employment Trends
- Growth Industries
- Apprenticeship



# Partnerships





- Through the medium of Connecticut Public Television - able to reach over 750,000 viewers on a weekly basis
- Highlighted Faith / Community-Based organizations and services they provide
- Programs, services and jobs available throughout the state





# NUMBER of VISITORS to EMPLOY.COM

Report for: **employ.com**

Date Range: 1/1/2004 - 12/31/2004

Monthly Graph

Visitors

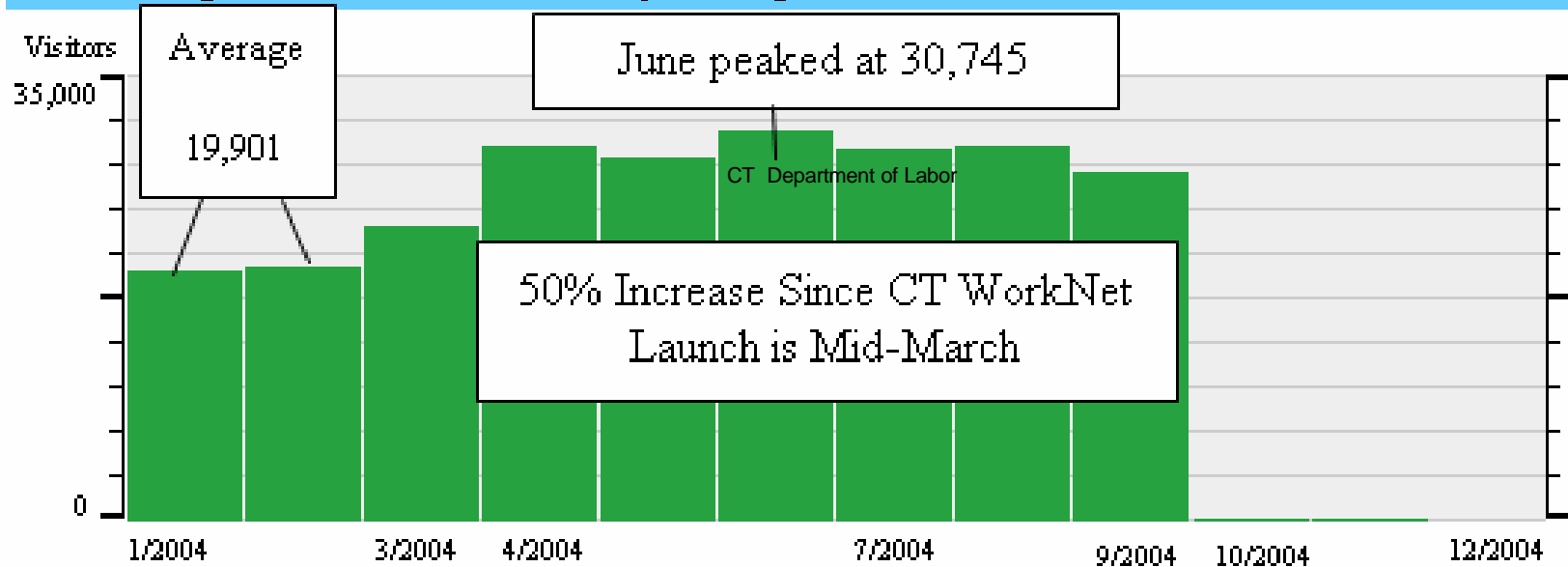
Pageviews

Hits

Bytes

Range Total: 266,267

Monthly Average: 26,626.7





# What Was Developed?

- 13 individual programs broadcast twice weekly: Saturdays and Wednesdays
- Broadcast on Connecticut Public Television for 26 weeks



# Reaching Out Through New Alliances

- Educate the Faith / Community-Based organizations about the workforce development system
- Educate partners in the workforce development system about the Faith / Community-Based organizations



# Reaching Out Through New Alliances

- Connecticut's One-Stop system: *CTWorks*
- CT Department of Labor staff able to extend services in the community
- Cultivated new relationships



# Reaching Out Through New Alliances

- Resulting in complementary services with less duplication of efforts
- Encouraged participation and integration of Faith / Community-Based organizations into the workforce development system



# Reaching Out Through New Alliances

- Ability to deliver information about available services, workforce issues and employment opportunities across a broader spectrum of the population
- Information about public / private partnerships that advance workforce initiatives



# Reaching Out Through New Alliances

- Current programs and initiatives offered by the CT Department of Labor to serve the workforce
- How to benefit from the *CTWORKS* One-Stop system



- Web streaming of the CT WorkNet programs on the Employment channel Web site  
@[www.employ.com](http://www.employ.com)
- Click on the CT WorkNet logo or go to the video library on their Web site
- Video streaming in One-Stops
- Future plans: Video on Demand (VOD) through other TV stations, development and production of future shows in collaboration with the Employment Channel



# *Connecticut Department of Labor*

Opportunity ★ Guidance ★ Support



*A partner in CTWorks*

**[www.ct.gov/dol](http://www.ct.gov/dol)**